

BLOOMFIELD TOWN COUNCIL

GOLF SUBCOMMITTEE

There was a special meeting of the above referenced subcommittee held on Wednesday, June 3, 2015 at 6:00 p.m. in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilors Rivers, Jon Colman, Mark Jacobs, Ryan Phelps and Ciaran Carr

Also present were: David Melesko, Director of Leisure Services, Greg Sinder, Regional Marketing – Billy Casper Golf and India Rodgers, Clerk of Council

Guest: Bill Starkie

Absent were: Councilors Seldon and Merritt, Mark Mansur, Jerry Long and Brad Klein

The meeting was called to order at 6:10 p.m.

APPROVAL OF MINUTES

There was no quorum present to approve minutes of the last meeting held on April 27, 2015.

STATUS OF PROPERTY

April 2015 Monthly Review

Mr. Ciaran Carr, General Manager of Wintonbury Hills Golf Course gave a brief financial review for April 2015. The course opened on April 10, 2015. Currently, revenues are higher than budgeted, an uptick in pass holder revenue. However, payroll expenses are under budget and on target. Overall, the course is \$41,000 behind income in prior year and \$18,000 under budget in expenses.

At the end of April 2015, the operating cash reserve was approximately \$141,000.

The Net Ordinary Income is \$60,000. The golf shop inventory is fully stocked valued at \$66,000. The labor expenses are under budget \$13,000 and \$21,000 prior year, due to the closure of the Tap Inn Restaurant during the winter months. In addition, several maintenance staff were hired later than anticipated due to delayed opening.

Course Maintenance

Mr. Carr reported that greens were not as full as they should have been and not healed when the course opened. Cold temperatures did not fare well with bank grass and lack of water also contributed to the condition of the greens, although the course receives 250 gallons maximum per night.

Mr. Mansur and the maintenance crew repeated fertilizer with tees and greens. However, he didn't fertilize the rough due to lack of water. The recent rainfall really helped with the greens and rough.

Mr. Mansur also hired several new employees both experienced retirees and several youth.

The committee also discussed the amount of tree work that need to be completed. Councilor Colman suggested to revisit and develop a plan for the tree planting program with Mr. Brad Klein. Mr. Mark Mansur agrees on replacement of trees on the course.

Marketing

Mr. Greg Sinder, Regional Marketing of Billy Casper Golf presented the Net Promoter Score Survey. The goal of this survey is to evaluate the satisfaction of golfers on the course.

In, 2015 Wintonbury Hills Golf Course scored over industry standards with 43%, which is better than the entire Billy Casper Golf Portfolio of 38%.

The committee discussed comparing scores similar to Wintonbury to another Billy Casper property, to identify specific issues, if any with Wintonbury Hills.

Mr. Mark Jacobs noted that Management should have given an incentive to golfers upon initial opening due to greens not being playable. It was also discussed to possibly aerate greens a little earlier than usual schedule.

Celebrate Bloomfield finale event will be held at the golf course on June 6, 2015, entitled "Dinner under the Stars". This dinner will also serve as a marketing opportunity for the course to showcase the restaurant and facilities to town residents. The tickets are \$25 per person.

CT Business Expo was held on June 3, 2015. Wintonbury Hills participated in the expo show with other Billy Casper clubs promoting various activities, show specials and corporate memberships.

OTHER BUSINESS

Carmen Arace Middle School Golf Team

Mr. Carr had several meeting with the Bloomfield Public Schools to finalize the development of the middle school golf team. Tryouts for the team will be hold on June 10, 2015 with 16 interested youth. All youth who make the team will receive a set of golf clubs and summer passes to Wintonbury Hills. To make sure this program is a success, parents must buy in and agree to transport youth to practices at least twice a week.

Mr. Jim Lehmann of Duncaster Resident Association and Bloomfield Public Schools have agreed to provide funding to develop this team. The school has agreed to hire a part time liaison to monitor and support youth who join this golf team. Wintonbury Hills Management agreed to donate golf shirts to the team as well.

OTHER BUSINESS

Mr. Carr stated that the new golf carts are fully operational, however it was noted that there is a manufacturer defect in the rain covers. Club Car is scheduled to visit the course and inspect the entire fleet.

The World's Largest Golf Outing – Wounded Warriors Project will be held on Monday, August 3, 2015. Mr. Carr gave a brief description of the purpose of this event. The price point has been set for \$90.00 for this outing. The course will have giveaways as well as local armed forces personnel to be present. Mr. Carr received contact information from Mr. Melesko to inquire about a black hawk helicopter to fly over to course during the event.

The committee briefly discussed an issue regarding property insurance coverage for a fence and tree removal that fell on neighbor's property.

ADJOURNMENT

The meeting adjourned at 7:10 p.m.